



State of Rhode Island
Department of Administration / Division of Purchases
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ADDENDUM # 2

2/5/18

Solicitation #7585483

Title: RFP – College Wide Brand Messaging and Marketing Strategy - RIC

Submission Deadline: February 19, 2018 @ 11:30 AM (ET)

Per the issuance of ADDENDUM #2 the following are noted:

Submitted Questions and Responses (attached)

Delete the following section:

Section 7 (c) *“The cost proposal shall be typed using the formatting provided on the provided template”*

Clarification to above: Vendors will provide a cost proposal for a lump sum fee based on the services outlines in this proposal. No State template is supplied.

Interested Parties should monitor this website on a regular basis, for any additional information that may be posted.

**Gary P. Mosca
Chief Buyer**



RFP #7585483

Title: College-wide brand messaging and marketing strategy

Submitted Questions & Responses:

What is the not-to-exceed budget for this project?

Response: Funding has been allocated to this project. Details on funding are not available to vendors.

What is the not-to-exceed budget for Tier 1, Tier 2, and Tier 3?

Response: Details on funding are not available to vendors.

What is the budget for this project?

Response: Funding has been allocated to this project. Details on funding are not available to vendors.

Are you able to share an idea of timing for this initiative – start date, length, and finish date?

Response: Approximate start date of February 2018 through February 2019. College reserves the right to extend the contract an additional six months.

Are you currently working with any agency partners?

Response: Not at this time.

Do you have a media budget in mind once the new branding is complete?

Response: \$175,000

Can you share who the incumbent agency is that has previously handled this account?

Response: Not applicable

Have you been satisfied with the incumbent agency?

Response: Not applicable

Is an out-of-state ad agency viewed with any disadvantages?

Response: With respect to ISBE participation credit, as long as the vendor is duly certified as an MBE, WBE, or Disability Business Enterprise by the State of Rhode Island, there is no requirement for vendors to be located within the State of Rhode Island.

Do we need to list every vendor that we might sub-contract with?

With respect to ISBE participation credit, you must identify the applicable MBE, WBE or Disability Business Enterprise subcontractors at time of bid in order to be eligible to receive ISBE participation points in the evaluation process.

Is there a budget, or budget range, you could share with us for all work outlined within the RFP?

Response: Funding has been allocated to this project. Details on funding are not available to vendors.

Is there a budget allocated for this project? Is production/paid media included in the budget?

Response: Funding has been allocated to this project. Details on funding are not available to vendors.

It says the campaign is intended to launch Spring 2019. How long is the campaign intended to run? (6 months vs. 3 years)

Response: The college intends to utilize the newly adopted brand messaging campaign for duration of 1-3 years, depending on the success of said campaign.

What is the decision timeline and when will work begin? (RFP notes work to begin in early Feb, however, responses are not due until early Feb).

Response: Approximate start date of February 2018 or Issuance of Contract date through February 2019. College reserves the right to extend the contract an additional six months.

Do we need to list every vendor that we might sub-contract with?

Response: With respect to ISBE participation credit, you must identify the applicable MBE, WBE or Disability Business Enterprise subcontractors at time of bid in order to be eligible to receive ISBE participation points in the evaluation process.

Since this will not be a public opening, how do we find out who else submitted

Response: Names of firms that have submitted proposals will be posted to the State Purchasing website. RFP will be listed as “opened” status.

How much execution will the Agency be expected to handle?

Response: Contingent upon the agency’s proposal and budget estimates. The college reserves the right to utilize a separate agency for the purposes of media and ad placements.

Can the RIC marketing department be leveraged to defray costs (especially in Tier I)?

Response: Yes.

Are there any state branding guidelines we need to be aware of?

Response: No

Can the presentation be in Powerpoint (saved as a PDF)? If so, can fonts be larger than 12 pts?

Response: Yes

Tier 1. 2 - For telephone surveys, will RIC provide a list of potential participants or do we need to purchase a list?

Response: RIC can provide appropriate contacts and potential participants.

Tier 1. 3 - does RIC have existing data that they will provide for the agency to analyze? Or do we need to conduct research to achieve the institutional data analysis?

Response: The Agency should be prepared to collect research. The college can provide prior studies and assist with research.

Tier 2.1 - By imagery, is RIC looking for logo explorations or is it more to define the visual look (photography style, font sets, colors, etc.)

Response: -The college is requesting brand messaging and accompanying imagery that best illustrates this messaging in a variety of media and/or campaigns.

Tier 2.2 - how many concepts would RIC like to review and in turn test?

Response: No more than 3 – 5 depending on budget proposal.

Tier 2.3 - can you provide a few examples of existing collateral the messaging needs to be integrated into

Response: Yes. Please visit www.ric.edu for examples. New brand messaging and market positioning strategies will be incorporated both digitally, in multi-media and on hard copy.

Tier 3 - in this section are costs supposed to include production of finished products (i.e. :30 commercial) vs. concepts (i.e. TV storyboard)

Response: The Agency should provide cost estimates of both concepts, to include storyboards, and production of finished products.

Section 4.B - "Provide a proposal cost to include the following..." is incomplete
Is there a preferred structure for the fee structure - ie.FTE's vs. hourly rate?

Response: Please provide a lump sum cost for each tier

In this section, you refer to "lump sum" fee, but section 3.2 refers to cost estimates for each tier. Does this just mean that that lump sum cost needs to be broken out by tier?

Response: Please provide a lump sum cost for each tier

Section 5: If we are a WBE/MBE but would sub out some portions (i.e. TV production) to other firms that are not WBE/MBE's, do those firms need to complete an ISBE form?

Response: As a certified MBE/WBE firm, you must complete an ISBE form for your firm, identifying the amount of work that you will be self-performing with your own forces. Any work subcontracted out to firms that are not MBE/WBEs do not count towards ISBE participation rates. In the event that you are also subcontracting out work to another certified MBE/WBE firm, you must complete an ISBE form for each MBE/WBE to work on the project. Do not complete ISBE forms for non-MBE/WBE firms.

Delivery questions: Can the presentation be in Powerpoint (saved as a PDF)? If so, can fonts be larger than 12 pts?

Response: Question already answered

Does Rhode Island College currently work with a marketing agency?

Response: Not Applicable

What is the budget for this project?

Response: Funding has been allocated to this project. Details on funding are not available to vendors.

We're a woman-owned, minority-owned business DBE certified in Maine. Does our Maine certification qualify for us for an ISBE proposal?

Response: ISBE participation credit will only be granted for firms that are duly certified as MBEs, WBEs, or Disability Business Enterprises by the State of Rhode Island. Certification by any other jurisdiction, including federal certifications or certifications as issued by other states will not be considered. Interested vendors may download the pertinent application form at <http://odeo.ri.gov/offices/mbeco/mbe-wbe.php#section2>

How many in-person meetings would you require throughout the project execution?

Response: To be determined in consultation with the awarded Agency.

Would you accept an integrated approach to Tier III, where we developed creative concepts as well as a media strategy for an integrated investment across media and channels?

Response: Yes – an integrated approach would be optimal.

What research data was gathered, from which audiences, with what methodologies, and when for the strategic plan?

Response: Recorded questions and testimonials were collected during the development of the college's strategic plan.

Will website redesign efforts be included in any aspect of this project?

Response: No. The branding and marketing strategies developed by the awarded Agency will be incorporated into an independent project focused on a website refresh.

Based on the absence of a mention, should we assume that RIC does not seek media (digital, traditional) placement in addition to a plan.

Response: No. RIC will consider media placement as overall strategy to positively impact market positioning with newly generated brand messaging.

Please provide a bit of clarity on Tier III request:

- Is the expectation that the vendor will develop ad concepts (copy, graphics, image) and that RIC would do all of the manipulating for the various sizes of the placements the college ends up running?

Response: Yes.

- For pricing purposes, how many advertising "concepts" for each of the mediums (TV, radio, print, and online) do you seek?

Response: The college assumes a budget of approximately \$175,000.

We are unable to locate Appendix B "Admissions Materials." Could you share a link in order to review any examples?

Response: Appendix B is located at the end of the RFP document posted to the state purchasing website. <http://www.purchasing.ri.gov/RIVIP/StateAgencyBids/7585483.pdf>